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**THE RELATIONSHIP BETWEEN AFFECTIVE AND
NORMATIVE ORGANIZATIONAL COMMITMENTS
ON JOB SATISFACTION AMONG TECHNICAL STAFF
AT UNIVERSITI UTARA MALAYSIA**



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**MASTER OF SCIENCES (MANAGEMENT)
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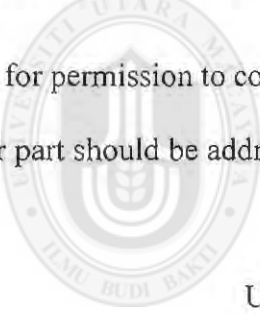
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ABSTRAK

Objektif kajian ini dilakukan adalah untuk mengkaji hubungan di antara komitmen organisasi afektif dan normatif dengan kepuasan kerja dikalangan pekerja teknikal di Universiti Utara Malaysia. Borang kaji selidik telah dihantar secara rawak kepada 150 staff teknikal di UUM dan sebanyak 121 maklumbalas telah digunakan untuk analisis menjadikan kadar respon efektif sebanyak 81.33%. Dapatan kajian menunjukkan bahawa komitmen afektif dan normatif mempunyai hubungan yang positif dan signifikan dengan kepuasan kerja. Hasil kajian ini dijangka dapat memberi sumbangan penting kepada penyelidikan dan literatur sedia ada dalam bidang gelagat organisasi dan pengurusan sumber manusia. Kajian ini juga penting sebagai rujukan kepada pembuat dasar di universiti awam untuk mengurus kakitangan khususnya staf teknikal mereka dengan lebih baik dan cekap lagi. Kajian ini dirumuskan dengan perbincangan mengenai cadangan-cadangan untuk penyelidikan masa hadapan.

Katakunci: *Komitmen organisasi afektif, komitmen organisasi normatif, kepuasan kerja*



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ABSTRACT

The study was conducted to examine the relationship between affective and normative organization commitments with job satisfaction among technical staff in Universiti Utara Malaysia. The questionnaires were sent randomly to 150 technical staff at UUM and a total of 121 responses were used for analysis giving an effective response rate of 81.33%. The findings of this study showed that affective and normative organizational commitments have positive and significant relationships with job satisfaction. The findings are also expected to make significant contributions to existing research and literature in the field of organizational behavior and human resource management. This study was also important as a reference to policy makers and administrators at public universities in better managing their staff, specifically the technical staff group. The study was concluded with a discussion and suggestions for future research.

Keywords: *Affective organizational commitment, normative organizational commitment, job satisfaction*



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LIST OF ABBREVIATION

AOC	Affective Organization Commitment
ICT	Information and Communication Technology
JPP	Jabatan Pembangunan dan Penyelenggaraan
JS	Job Satisfaction
NOC	Normative Organization Commitment
OC	Organizational Commitment
UUM	Universiti Utara Malaysia



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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

This chapter discusses the background of the study, problem statement, research questions and research objectives, scope and limitation, definition of key terms, and organization of the study.

1.2 BACKGROUND OF THE STUDY

Job satisfaction is important for employee well-being. It is a significant predictor of psychological well-being and a widely acknowledged construct linked to work related well-being (Brough & O'Driscoll, 2005; Doef & Maes, 1999; Ilies & Schwind, 2007; Rath & Rastogi, 2008). Murphy and Cooper (2000) found that most employees spend between one and two thirds of their waking time in the workplace. Thus, job satisfaction has a major impact on employee well-being at the workplace, as well as at home.

Job satisfaction as a pleasurable or positive emotional state resulting from the appraisal of one's job or job experience, it is a result of employee's perception of how well their job provides those things that are viewed as important (Locke & Lathan, 1976). To be a successful organization, it must be ensuring that the employees are continuously satisfactorily (Berry, 1997).

According to Luthans (1998), there are three important dimensions to job satisfaction: (a) an emotional response to a job situation, as such it cannot be seen, it can only be inferred; (b) how well outcome meet or exceed expectations and (c) it represents several related attitudes such as work itself, pay, promotion opportunities, supervision and coworkers

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